

EGA FACEBOOK (FB) GROUP CHECKLIST
KEEP FOREVER
Author Stephanie Murphy

PART 1: PREWORK

- _____ 1. Choose the name of your FB group.
- a. Make sure no one else is using it by entering it into the Search window on FB.
 - b. Required: Include EGA in the group name so it can be found by the Search capability

- _____ 2. Who is creating the group: Name and Phone # go here:
Name _____

Email account of the person creating the group: _____
(you could create a new account for this purpose, but you still need the original creator's email account)

Email account being used to create the group if special: _____

Phone # for person creating the group _____

- _____ 3. Get a digital version your chapter logo (JPG, PNG, or similar digital format).
- a. Does your chapter logo still have the old EGA logo? Then STOP and update your chapter logo with the new EGA logo.

- _____ 4. Get a digital version of the EGA logo

- _____ 5. Who are the people who are going to "Maintain" the FB group—these are the Admins (administrators) of the group. They will do the day-to-day checking of the group (all on-line) to ensure inappropriate posts are not appearing from inappropriate people. I recommend that they have some computer savvy so they can do their own research or ask for help as needed. I recommend 3 people just in case. I recommend that all chapter members with a FB account get asked to post items to the FB group page.

- a. Admin #1: Group creator
 - a. Name _____
 - b. Facebook Account used for creation _____
 - c. Facebook Account Password used for creation _____
 - d. Backup Email Address _____
 - e. Phone # _____
- b. Admin #2:
 - a. Name _____
 - b. Email Address _____
 - c. Phone # _____

- c. Admin #3
 - a. Name _____
 - b. Email Address _____
 - c. Phone # _____

_____ 6. You can also have Moderators, people in your chapter who are active on FB and will be able to post a lot

- a. Moderator #1
 - i. Name _____
 - ii. Email Address _____
 - iii. Phone # _____

_____ 7. Gather some pictures of work created by your Chapter. Be sure to have the designer credited for each picture, the design name (if possible), and who stitched the design. It's easier to do this now and be ready.

_____ 8. Decide which of the pictures from #7 will be used as your Cover Photo at the top on the FB page. It might be this picture overlayed with your logo. The Cover Photo could just be your Logo. Or you can change your header whenever you want.

_____ 9. Get the links together that you want to include (EGAUSA.ORG)

_____ 10. Determine who your small cadre of people are who are going to create the rules.

Things to think about:

- a. Non-denominational
- b. No discrimination
- c. No hate talk
- d. No political talk or advertising
- e. No porn
- f. No school bashing
- g. Keep comments positive
- h. Anyone or any comment can be blocked by an Admin
- i. If an Admin is blocked by a member (joiner) of the group, that joiner will be blocked.

_____ 11. Are you going to be a Public or Private Group?

- a. If you are a Public group everyone can find you and EGA prefers you to be a Public group presence.
 - i. Our chapter is PUBLIC. We DO NOT post phone #'s or personal addresses online. When we post pictures with names, we usually limit the names to First Names.
 - ii. Always check with chapter members who do NOT want their pictures posted. This can be for a variety of reasons—some of them serious—like stalkers!

- b. If you are a Private group, no one can see you on a Search. They have to know your name. CAVEAT, once your group is PRIVATE it CAN NOT be changed to PUBLIC. You could create a 2nd page for your chapter that is private.

NOW DO SOME HOMEWORK AND READING. I have attached a separate file from research I did for the EGA How To Grow Your Chapter presentation on 6/22/24 Stephanie Murphy

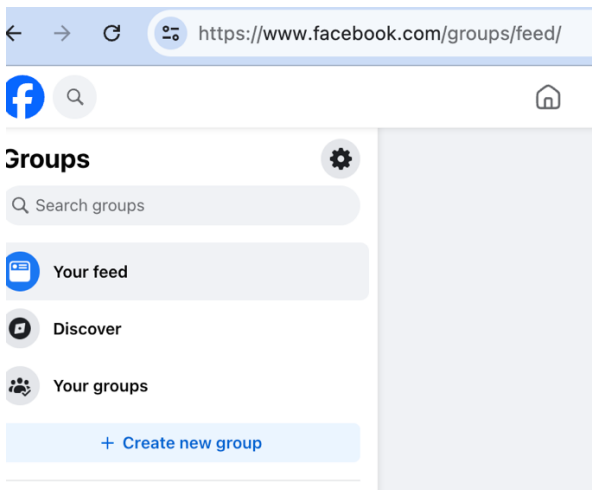
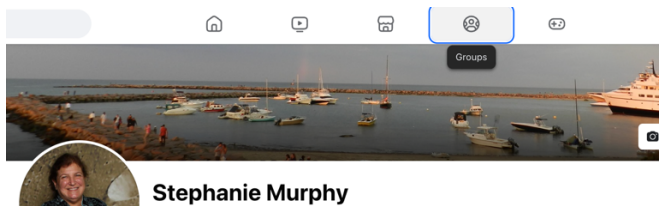
PART II. BEGINNING WORK: CREATE THE PAGE:

_____ 1. Create the FB page

Have the person who is creating your page login into Facebook, hopefully using an account that will be transferrable to some else. I have shown pictures below, but at the top of the FB page you will see a symbol like this (a circle with people inside):

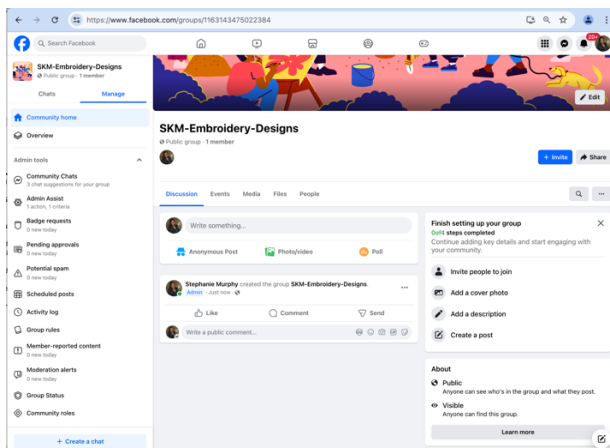
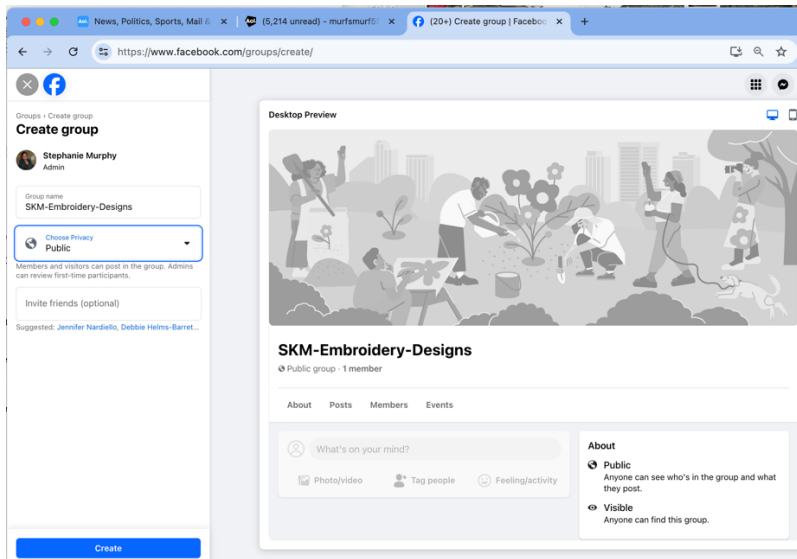


This is the Groups “button”. Click on this and then you can + Create new group in blue.



I called my Group: SKM-Embroidery-Designs. You will enter your chapter name, ensuring you put **EGA** somewhere in the title!

You will get a basic group that you now need to customize:



Let's look at the picture above: we need to fill in all the info in the box on the right!

_____ 3. Update the ABOUT with the words by EGA and add your paragraph about your chapter/Mission Statement

Cut and paste and adjust this

About

Come stitch with us! The Embroiderers' Guild of America (EGA) is the largest organization dedicated to hand embroidery in the United States. On our stitch-a-long Facebook page, you can stitch with us as we explore the resources available to us via EGA. Whether you are a long-time EGA member, or someone learning more about EGA because you're interested in membership, this page will help you connect to embroidery and the world of EGA. Happy stitching!

Please note that this group is set up to help with specific projects designated as Stitch-a-Long projects for the group. You may also post pictures of your projects that relate to EGA and its activities. Please let us know how your project is related to EGA so others can learn of the wide variety of activities available through EGA. Due to the large size of this group and its specific mission related to EGA, we request that you NOT post pictures of unrelated projects. There are plenty of show-and-share groups for that purpose.

Posts that are not EGA-related may be deleted without notice or comment. This is NOT intended to be mean-spirited or to indicate a lack of appreciation for the work or post deleted. It's simply meant to keep us on mission and on track. Thank you for keeping us on-topic and thank you for your understanding.

Instructions for our first project can be found here (plus, you can download our free Little Book of Embroidery Basics there, too!): <http://bit.ly/EGAstitchalong>

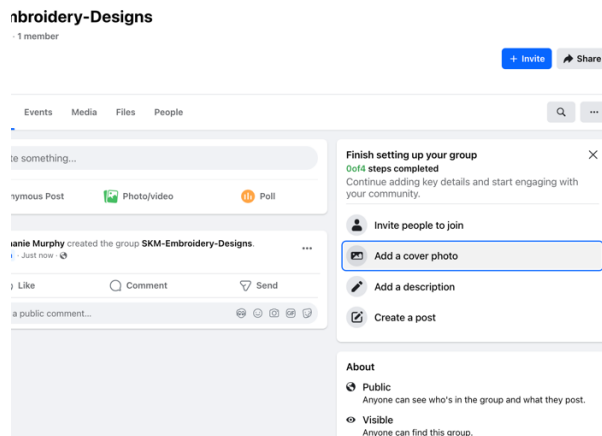
** All pictures shared by members of this group may appear in upcoming EGA publications**

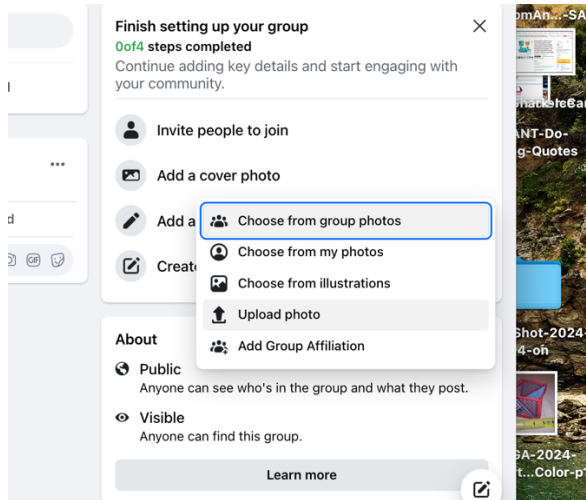
Important note: Posted designs are produced by individuals and do not imply EGA endorsement.

EGA is committed to providing a safe, inclusive, and supportive environment for stitchers of any experience level, age, race, ethnicity, nationality, ability, gender identity, sexual orientation, religion, or other background to develop their skills and express their creativity through the needle arts. EGA affirms the commitment to inclusion, diversity, equity, and accessibility (IDEA).

_____ 4. Update the Cover picture

Save one of your JPGs as a PNG to be able to upload it. This is where Canva or Photoshop Elements can help you—creating the cover and creating your “posts”. YOU CAN UPLOAD THE PHOTO from your pc.





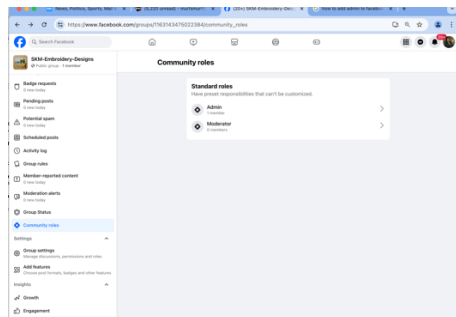
_____ 5. Select PUBLIC (probably)

_____ 6. Start adding your chapter members to the group, include the people who are going to be admins first

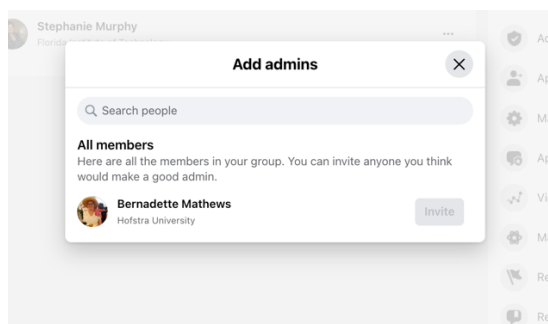
_____ 7. Add your Admins

Choose Community Roles from the left side of the screen

Click on Admins or Moderators, depending on who you are adding



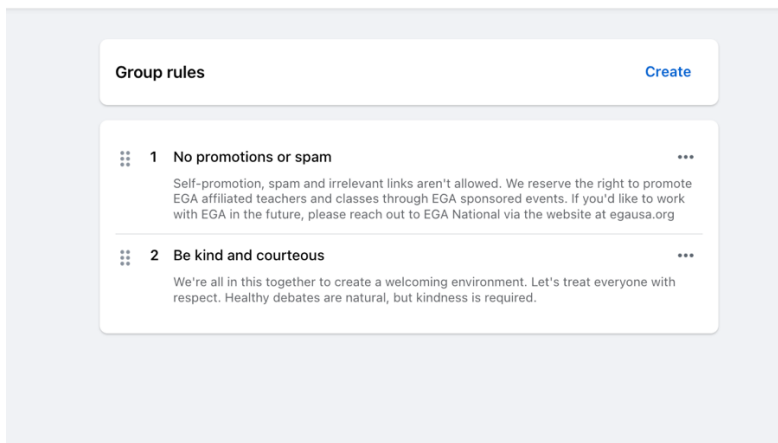
Start adding ADMINS from your list of Members.



_____ 8. I like to turn CHAT OFF for anyone except Admins or Moderators. Chat can send out hundreds of messages a day to all your members. They will HATE it. Use CHAT with CAUTION.

_____ 9. I like to turn ANONYMOUS POSTS to off. I do not want a person to post items without their Facebook ID. I don't care if a person called themselves CrazyCatLady, but I do want to know that CrazyCatLady is responsible for the post listed, so I can ban him or her if I need to. Or send them a message about their posts.

_____ 10. You will want to setup Group Rules. These are the ones on the EGASAL.



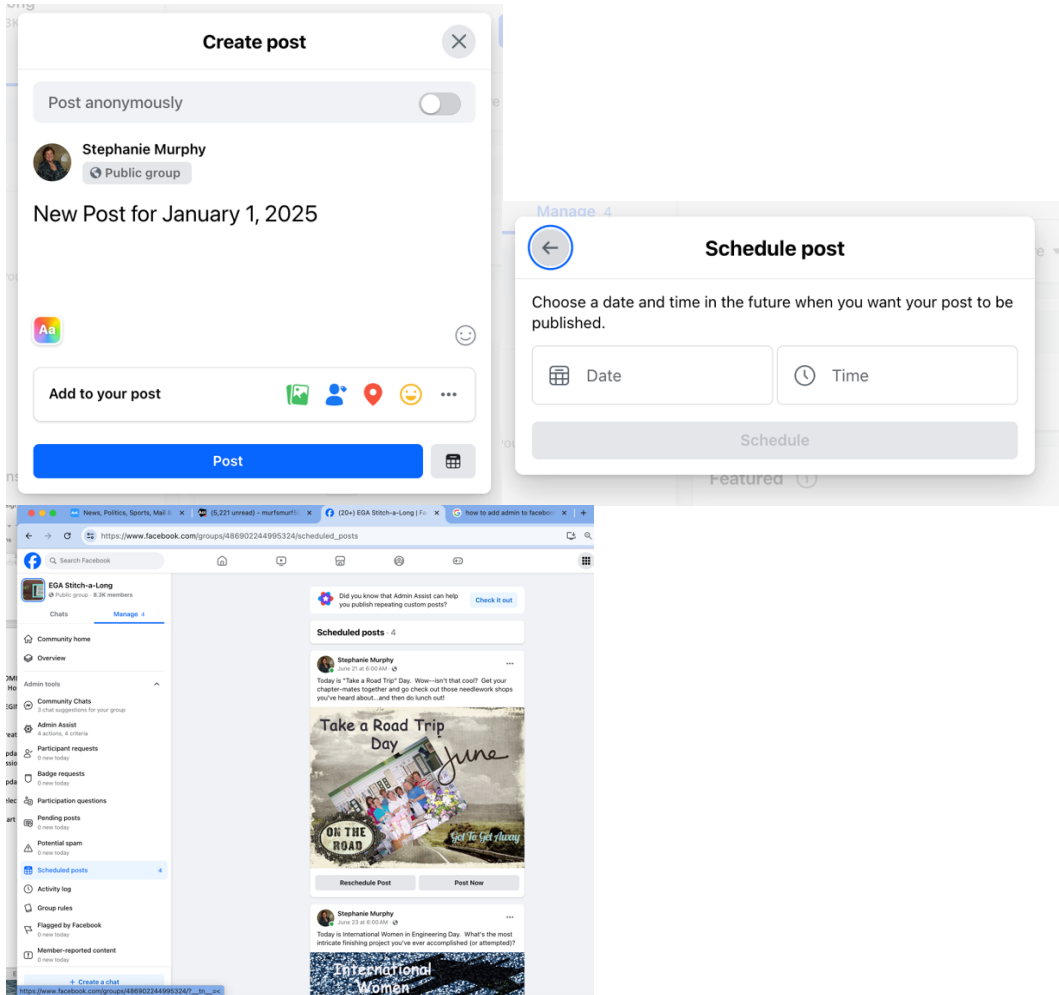
PART III: MAINTAINING YOUR FACEBOOK GROUP PAGE

1. Get everyone in the chapter used to posting. Maybe bring a computer into a meeting and have people try it!

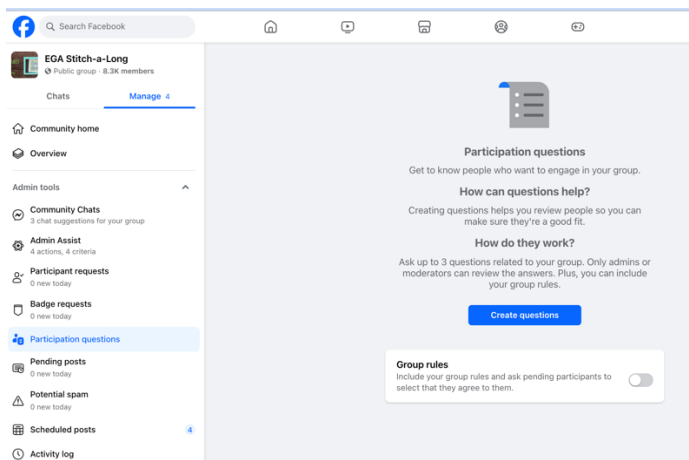
2. Post often, for variety.

3. You need to check the page every day to be sure no one has posted inappropriate things. Check for new users and welcome them. Check to see if anyone has responded with words to any of your pictures. If so, respond back. Say "thank you," say "isn't it great." If you get dozens of responses, then a Like or Love is fine, but words are better.

4. Helpful (but not required) are Scheduled Posts. If someone wants to schedule a post for the upcoming holiday saying Happy Holiday, but they are leaving town, you can create a post and BEFORE YOU POST IT, there a little calendar to the right. See it? Click it and you can ScheduledPost and select a date! How's that! When you press the SCHEDULE button, it will put it in the queue for posting without you being on a computer. Whew—saved that time!

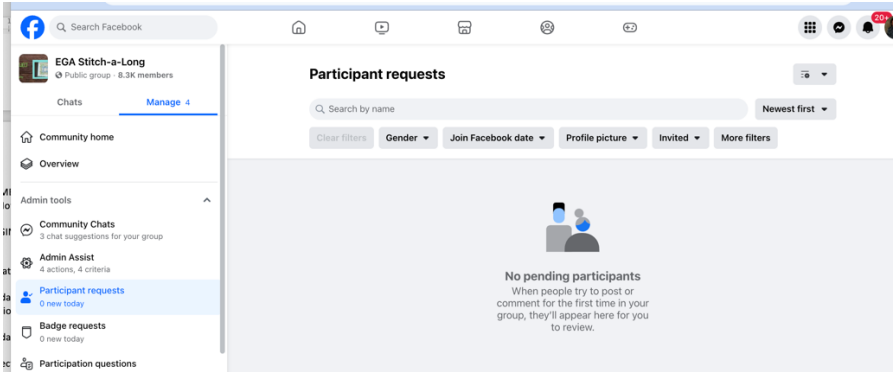


5. Helpful (but not required) are Group Rules. Some chapters like to ask questions before members can join, like are you a member of our Chapter? Or what's your favorite embroidery technique?

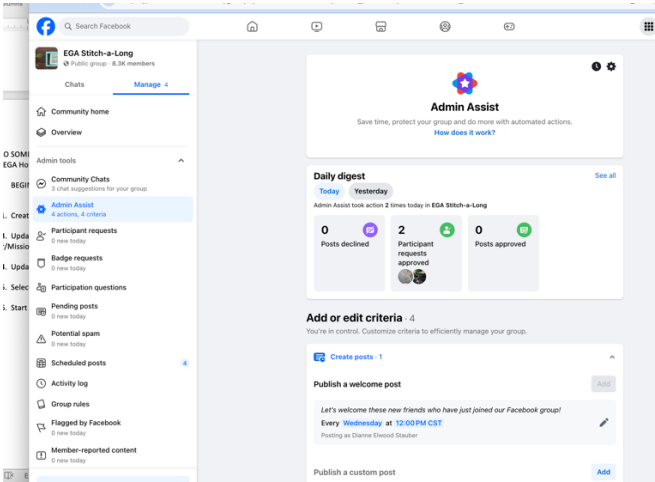


6. Other things to check on:

Participant request: if someone wants to post and isn't a member, they can still post, but it will wait for you to approve it. Tread carefully. This is where someone could post something like porn. Stop it here before your group sees it.



Check out Admin Assist. It can help you put out Welcome Message to new group members!



Put in Links to other sites (like EGAUSA.org)!

CONCLUSION: THIS IS NOT EVEN A SLIVER OF WHAT FB CAN DO FOR YOU. Start reading. Start experimenting (carefully). I am not an expert but we are all here to help each other help EGA grow!